

ABSTRACT OF THE DISCLOSURE

A telecommunication system implements a method for providing a targeted on-line advertisement to a user accessing a content provider node of the system. The system
5 further comprises an ad selection node and a user identification node. A generic advertiser provides a generic ad request. Geo-target availability is provided based on a number of requested impressions for the generic ad request and a web site designation. Geographically targeted ad requests are received from one or more child advertisers. A media buy output is determined based on the received information.

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